

ESTTA Tracking number: **ESTTA878431**Filing date: **02/20/2018**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Maker's Mark Distillery, Inc.
Granted to Date of previous extension	02/18/2018
Address	6200 Dutchman's Lane, Suite 103 Louisville, KY 40205 UNITED STATES

Attorney information	Claudia W. Stangle Leydig, Voit & Mayer, Ltd. Two Prudential Plaza 180 N. Stetson Avenue, Suite 4900 Chicago, IL 60601 UNITED STATES Email: cstangle@leydig.com , saagaard@leydig.com Phone: 312-616-5600
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Applicant Information

Application No	87383989	Publication date	08/22/2017
Opposition Filing Date	02/20/2018	Opposition Period Ends	02/18/2018
Applicant	BOWMAKER'S WHISKEY COMPANY 7169 W Q Ave Kalamazoo, MI 49009 UNITED STATES		

Goods/Services Affected by Opposition

Class 033. First Use: 0 First Use In Commerce: 0
All goods and services in the class are opposed, namely: Distilled spirits; Whiskey; Bourbon

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	678192	Application Date	11/08/1957
Registration Date	05/05/1959	Foreign Priority Date	NONE
Word Mark	MAKER'S MARK		

Design Mark	MAKER'S MARK
Description of Mark	NONE
Goods/Services	Class 033. First use: First Use: 1957/11/01 First Use In Commerce: 1957/11/01 WHISKEY

U.S. Registration No.	3967288	Application Date	02/08/2010
Registration Date	05/24/2011	Foreign Priority Date	NONE
Word Mark	MAKER'S 46		
Design Mark	MAKER'S 46		
Description of Mark	NONE		
Goods/Services	Class 033. First use: First Use: 2010/06/11 First Use In Commerce: 2010/06/11 Distilled Spirits; Liquor		

U.S. Registration No.	4964096	Application Date	09/30/2015
Registration Date	05/24/2016	Foreign Priority Date	NONE
Word Mark	MAKER'S		
Design Mark	MAKER'S		
Description of	NONE		

Mark	
Goods/Services	Class 033. First use: First Use: 1957/11/01 First Use In Commerce: 1957/11/01 Alcoholic beverages except beers; Whisky

U.S. Registration No.	5286883	Application Date	10/02/2015
Registration Date	09/12/2017	Foreign Priority Date	NONE

Word Mark	MAKER'S MARK PRIVATE SELECT
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 033. First use: First Use: 2016/01/00 First Use In Commerce: 2016/01/00 Alcoholic beverages except beers; Whisky
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Attachments	72040366#TMSN.png(bytes) 77930906#TMSN.png(bytes) 86773443#TMSN.png(bytes) 86776170#TMSN.png(bytes) 2018-2-20 Notice of Opposition BOWMAKERS WHISKEY.pdf(369705 bytes) 2018-2-20 Notice of Opposition Exhibits - BOWMAKERS WHISKEY.pdf(2612904 bytes)
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Signature	/Claudia W. Stangle/
Name	Claudia W. Stangle
Date	02/20/2018

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

MAKER'S MARK DISTILLERY, INC.,)	
)	
Opposer,)	Opposition No. _____
)	Serial No. 87/383,989
v.)	
)	
BOWMAKER'S WHISKEY COMPANY,)	
)	
<u>Applicant.</u>)	

Maker's Mark Distillery, Inc. ("Opposer"), a Kentucky corporation, located at 6200 Dutchman's Lane, Suite 103, Louisville, Kentucky 40205, hereby opposes Application Serial No. 87/383,989 for the mark "BOWMAKER'S WHISKEY" ("Applicant's Mark") in Class 33, filed by Bowmaker's Whiskey Company ("Applicant") and published in the Official Gazette on August 22, 2017. Opposer has secured an extension of time to oppose this Application with Applicant's consent, which expires on February 20, 2018. Opposer believes it will be damaged by the registration of this application and, therefore, opposes the same. As grounds for the opposition, Opposer alleges as follows:

SUMMARY OF ARGUMENT

The Maker's Mark brand "occupies a central place in the modern story of bourbon." *Maker's Mark Distillery, Inc. v. Diageo N. Am., Inc.*, 679 F.3d 410, 416 (6th Cir. 2012). Since the brand first launched in the 1950's, the brand has become well-known among consumers for its high quality and distinct taste, and has "cultivated something akin to a cult following... among whisky enthusiasts." *Maker's Mark Distillery, Inc. v. Diageo N. Am., Inc.*, 703 F.Supp.2d 671, 690-691 (W.D. Ky. 2010), *aff'd*, 679 F.3d 410 (6th Cir. 2012).

Applicant has filed for "BOWMAKER'S WHISKEY," which is highly similar to "MAKER'S MARK." If Applicant is allowed to register "BOWMAKER'S WHISKEY" in

connection with identical and directly competitive goods, consumer confusion will likely result, and Opposer and the Maker's Mark brand will be irreparably harmed. Accordingly, Opposer hereby opposes this Application to protect the public from inevitable confusion and safeguard the strong source-identifying function of the Maker's Mark brand.

THE PARTIES

1. Since as early as the 1950's, Opposer has extensively used and registered "MAKER'S MARK" and its family of trademarks in connection with alcoholic beverages and other goods and services.

2. On information and belief, Applicant is a Michigan corporation with an address of 7169 W Q Avenue, Kalamazoo, Michigan 49009.

3. On March 24, 2017, Applicant filed Application Serial No. 87/383,989 on an intent to use basis under Section 1(b) for "BOWMAKER'S WHISKEY" in connection with "distilled spirits; whiskey; bourbon" in Class 33 ("Application"). Exhibit A contains a true and correct copy from the USPTO's TSDR database of the Application.

COUNT I – LIKELIHOOD OF CONFUSION, 15 U.S.C. § 1052(d)

4. Opposer realleges paragraphs 1 through 3 of this Notice as if fully set forth herein.

5. The Application is not entitled to registration because "BOWMAKER'S WHISKEY" is likely to cause confusion among consumers with Opposer's Maker's Mark family of trademarks (as defined below) in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

6. Opposer is the owner of a family of trademarks for use in connection with its Maker's Mark brand, including, but not limited to, the following registrations (herein collectively referred to as "Opposer's Marks"):

<u>Reg. No.</u>	<u>Mark</u>	<u>Goods</u>	<u>Registration Date</u>
0678192	MAKER'S MARK	"whiskey"	May 5, 1959
3967288	MAKER'S 46	"distilled spirits; liquor"	May 24, 2011
4964096	MAKER'S	"alcoholic beverages except beers; whisky"	May 24, 2016
5286883	MAKER'S MARK PRIVATE SELECT	"alcoholic beverages except beers; whisky"	September 12, 2017

Exhibit B contains true and correct copies from the USPTO's TSDR database of the Registration Certificates for these registered marks along with the current status and title for the registrations.

7. U.S. Registration Nos. 0678192 and 3967288 have become incontestable under the Lanham Act § 15.

8. "MAKER'S MARK" has been continuously used and registered in connection with bourbon whiskey to distinguish Opposer's high quality products from those offered by others.

9. The Maker's Mark brand also includes brand extensions like "MAKER'S 46," "MAKER'S MARK PRIVATE SELECT," and "MAKER'S MARK CASK STRENGTH." Exhibit C contains true and correct copies of screen shots of Opposer's website describing Opposer's product line.

10. Opposer has extensively promoted, advertised, and used Opposer's Marks in a variety of media throughout the United States, and has spent considerable time and money developing the goodwill of the Maker's Mark brand.

11. In fact, since being featured on the front page of *The Wall Street Journal* in 1980, the Maker's Mark brand has been heavily publicized by a number of third-party publications. Enclosed as Exhibit D are true and correct copies or excerpts of some of these third-party publications.

12. The Maker's Mark brand has also received numerous awards over the years, including, but not limited to, the "Icons of Whisky Visitor Attraction of the Year" award in 2015 awarded by *Whisky Magazine*. Enclosed as Exhibit E is a true and correct copy of this award.

13. The strength and widespread recognition of the Maker's Mark brand is further supported by the extensive sales of Maker's Mark bourbon whiskey worldwide.

14. As a result of decades of continuous and exclusive use of "MAKER'S MARK" and the extensive sales, advertising, and promotion of the Maker's Mark brand by Opposer, the brand has become well-known in the United States and is recognized by consumers as indicating Opposer as the exclusive source.

15. On March 24, 2017, years after Opposer's first use and registration of Opposer's Marks, Applicant filed its Application, claiming a bona fide intent to use "BOWMAKER'S WHISKEY" in connection with "distilled spirits; whiskey; bourbon."

16. On information and belief, Applicant does not currently use Applicant's Mark in United States commerce in connection with the goods for which it seeks registration.

17. Opposer's rights in Opposer's Marks, including Opposer's actual and constructive first use dates, predate the application date of Applicant's Application.

18. Despite Opposer's prior rights, Applicant seeks registration for a mark that is confusingly similar to Opposer's Marks in appearance, sound, connotation, and overall commercial impression.

19. Applicant has disclaimed the word “WHISKEY” apart from Applicant’s Mark as shown and Applicant’s Application includes “whiskey” in the identification of goods.

20. The word “whiskey” is a common, generic term for a type of liquor.

21. Thus, the “WHISKEY” portion of Applicant’s Mark is weak and incapable of functioning as a mark.

22. Because the wording “WHISKEY” is weak and incapable of functioning as a trademark, the relevant consuming public will focus on the “BOWMAKER’S” portion of Applicant’s Mark.

23. “BOWMAKER’S” and “MAKER’S” are similar in sight, sound, connotation, and overall commercial impression.

24. Similarly, “BOWMAKER’S” and the Maker’s Mark family of trademarks are similar in sight, sound, connotation, and overall commercial impression.

25. Both Applicant and Opposer’s Marks contain the word “MAKER’S.”

26. Both parties use the word “Maker” in the possessive form.

27. The “MAKER’S” portion of the parties’ respective marks is dominant.

28. Both Applicant and Opposer use the term “MAKER’S” to convey the idea of a person or thing that makes something. Enclosed as Exhibit F is a true and correct copy of a dictionary definition of the term “Maker.”

29. Thus, the parties’ respective marks sound similar, look similar, and convey similar connotations and overall commercial impressions.

30. Considering Opposer’s history of brand extensions and the similarities between Applicant’s Mark and Opposer’s Marks, consumers are highly likely to believe that Applicant’s Mark and goods are a brand extension of Opposer’s Maker’s Mark product line.

31. Furthermore, “MAKER’S MARK” is well-known among the relevant consumers.

32. As a result of Opposer’s extensive marketing, the District Court of the Western District of Kentucky acknowledged that the Maker’s Mark brand has “cultivated something akin to a cult following... among whisky enthusiasts.” *Maker’s Mark Distillery, Inc. v. Diageo N. Am., Inc.*, 703 F.Supp.2d 671, 690-691 (W.D. Ky. 2010), *aff’d*, 679 F.3d 410 (6th Cir. 2012).

33. Since “MAKER’S MARK” is well-known, consumers are more likely to associate “BOWMAKER’S WHISKEY” with Opposer and its family of Maker’s Mark trademarks.

34. In addition to the similarities between the marks, Applicant’s Application covers goods that are identical or closely related to those offered by Opposer.

35. Applicant’s Application covers “distilled spirits; whiskey; bourbon.”

36. The wording “distilled spirits” is identical to Opposer’s goods in U.S. Registration No. 3967288.

37. The wording “distilled spirits” encompasses “whisky,” “whiskey,” “liquor,” and “alcoholic beverages except beers” as identified in Opposer’s U.S. Registration Nos. 0678192, 3967288, 4964096, and 5286883.

38. Since Applicant’s applied-for goods are identical to or closely related to Opposer’s goods, and because both parties must operate within the three-tier US legal system for the distribution of alcoholic beverages, the parties’ respective channels of trade and classes of purchasers are also identical or highly similar.

39. Given the strong similarities between the parties’ marks and the identical or highly similar nature of the parties’ goods, classes of purchasers, and channels of trade, and other

factors, consumers are highly likely to believe that distilled spirits bearing Applicant's Mark emanate from Opposer or are affiliated with or sponsored by Opposer.

40. Confusion is even more likely considering the context in which Applicant advertises its mark. As shown in Exhibit G, Applicant uses essentially identical wording on the landing page of Applicant's website as the landing page of Opposer's website.

41. Thus, Applicant's proposed use and registration of "BOWMAKER'S WHISKEY" is likely to cause confusion, to cause mistake, and to deceive consumers, all to the detriment of Opposer and the relevant public.

42. If Applicant is granted the registration herein opposed, Applicant would obtain at least a *prima facie* exclusive right to use a mark that conflicts with Opposer's Marks, causing damage and injury to Opposer.

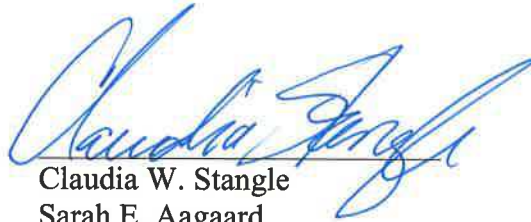
43. In view of the above, Applicant is not entitled to federal registration of "BOWMAKER'S WHISKEY" because Opposer is the senior user and registrant of Opposer's Marks, and "BOWMAKER'S WHISKEY" is confusingly similar to Opposer's Marks, all in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

WHEREFORE, by its undersigned attorneys, Opposer respectfully requests that this Notice of Opposition be sustained and that registration of Application Serial No. 87/383,989 be refused.

Electronically submitted herewith is the applicable fee of \$400 for filing this Notice of Opposition. Please charge any deficiencies to Opposer's counsel's deposit account, No. 12-1216.

Respectfully submitted,

Date: February 20, 2018



Claudia W. Stangle
Sarah E. Aagaard
Leydig, Voit & Mayer, Ltd.
Two Prudential Plaza - Suite 4900
180 N. Stetson Avenue
Chicago, Illinois 60601
Ph. 312-616-5600
Attorneys for Opposer

CERTIFICATE OF ELECTRONIC FILING

The undersigned attorney hereby certifies that the attached **NOTICE OF OPPOSITION** was filed electronically with the Trademark Trial and Appeal Board on February 20, 2018.


Sarah E. Aagaard

EXHIBIT A

Trademark/Service Mark Application, Principal Register

Serial Number: 87383989

Filing Date: 03/24/2017

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	87383989
MARK INFORMATION	
*MARK	<u>BOWMAKER'S WHISKEY</u>
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	BOWMAKER'S WHISKEY
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	BOWMAKER'S WHISKEY COMPANY
*STREET	7169 W Q Ave
*CITY	Kalamazoo
*STATE (Required for U.S. applicants)	Michigan
*COUNTRY	United States
*ZIP/POSTAL CODE (Required for U.S. applicants)	49009
LEGAL ENTITY INFORMATION	
TYPE	corporation
STATE/COUNTRY OF INCORPORATION	Michigan
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	033
*IDENTIFICATION	Distilled spirits; Whiskey; Bourbon.
FILING BASIS	SECTION 1(b)
ATTORNEY INFORMATION	
NAME	Ruth Khalsa
ATTORNEY DOCKET NUMBER	479358
FIRM NAME	Raj Abhyanker, P.C.
STREET	446 E Southern Ave
CITY	Tempe

STATE	Arizona
COUNTRY	United States
ZIP/POSTAL CODE	85282
PHONE	650 965-8731
FAX	650 989-2131
EMAIL ADDRESS	trademarks@legalforce.com
AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
OTHER APPOINTED ATTORNEY	Raj Abhyanker, Jessica Tam, Laura Figel, Renuka Rajan, Ryan Bethell, Heather A. Sapp, Anton Leonov, Robert J. Makar.
CORRESPONDENCE INFORMATION	
NAME	Ruth Khalsa
FIRM NAME	Raj Abhyanker, P.C.
STREET	446 E Southern Ave
CITY	Tempe
STATE	Arizona
COUNTRY	United States
ZIP/POSTAL CODE	85282
PHONE	650 965-8731
FAX	650 989-2131
*EMAIL ADDRESS	trademarks@legalforce.com
*AUTHORIZED TO COMMUNICATE VIA EMAIL	Yes
FEE INFORMATION	
APPLICATION FILING OPTION	TEAS RF
NUMBER OF CLASSES	1
APPLICATION FOR REGISTRATION PER CLASS	275
*TOTAL FEE DUE	275
*TOTAL FEE PAID	275
SIGNATURE INFORMATION	
SIGNATURE	/rk/
SIGNATORY'S NAME	Ruth Khalsa
SIGNATORY'S POSITION	Attorney of record, AZ Bar Member
SIGNATORY'S PHONE NUMBER	650-390-6400
DATE SIGNED	03/23/2017

Trademark/Service Mark Application, Principal Register

Serial Number: 87383989

Filing Date: 03/24/2017

To the Commissioner for Trademarks:

MARK: BOWMAKER'S WHISKEY (Standard Characters, see mark)

The literal element of the mark consists of BOWMAKER'S WHISKEY.

The mark consists of standard characters, without claim to any particular font style, size, or color.

The applicant, BOWMAKER'S WHISKEY COMPANY, a corporation of Michigan, having an address of
7169 W Q Ave
Kalamazoo, Michigan 49009
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 033: Distilled spirits; Whiskey; Bourbon.

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

The applicant's current Attorney Information:

Ruth Khalsa and Raj Abhyanker, Jessica Tam, Laura Figel, Renuka Rajan, Ryan Bethell, Heather A. Sapp, Anton Leonov, Robert J. Makar.
of Raj Abhyanker, P.C. 446 E Southern Ave
Tempe, Arizona 85282
United States
650 965-8731(phone)
650 989-2131(fax)
trademarks@legalforce.com (authorized)

The attorney docket/reference number is 479358.

The applicant's current Correspondence Information:

Ruth Khalsa
Raj Abhyanker, P.C.
446 E Southern Ave
Tempe, Arizona 85282
650 965-8731(phone)
650 989-2131(fax)
trademarks@legalforce.com (authorized)

E-mail Authorization: I authorize the USPTO to send e-mail correspondence concerning the application to the applicant, the applicant's attorney, or the applicant's domestic representative at the e-mail address provided in this application. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in the loss of TEAS Reduced Fee status and a requirement to submit an additional processing fee of \$125 per international class of goods/services.

A fee payment in the amount of \$275 has been submitted with the application, representing payment for 1 class(es).

Declaration

If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;

- The mark is in use in commerce on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application; and
- The facts set forth in the application are true.

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
- The applicant has a bona fide intention to use the mark in commerce on or in connection with the goods/services in the application; and
- The facts set forth in the application are true.

To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.

To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.

The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and that all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /rk/ Date: 03/23/2017

Signatory's Name: Ruth Khalsa

Signatory's Position: Attorney of record, AZ Bar Member

Payment Sale Number: 87383989

Payment Accounting Date: 03/24/2017

Serial Number: 87383989

Internet Transmission Date: Fri Mar 24 03:16:20 EDT 2017

TEAS Stamp: USPTO/BAS-XX.XXX.XX.XXX-2017032403162028

6711-87383989-58057b9b04f81da5f0e9969328

3c71333a350a6a282f77a263dea7cd9ac8ab8f-C

C-20443-20170323161832834981

BOWMAKER'S WHISKEY

EXHIBIT B

Generated on: This page was generated by TSDR on 2018-02-14 10:57:58 EST

Mark: MAKER'S MARK

MAKER'S MARK

US Serial Number: 72040366

Application Filing Date: Nov. 08, 1957

US Registration Number: 678192

Registration Date: May 05, 1959

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Feb. 26, 2009

Mark Information

Mark Literal Elements: MAKER'S MARK

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Disclaimer: APPLICANT DISCLAIMS THE EXCLUSIVE USE OF THE WORD "MARK" APART FROM THE MARK AS SHOWN.

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: WHISKEY

International Class(es): 033

U.S Class(es): 049 - Primary Class

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 01, 1957

Use In Commerce: Nov. 01, 1957

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: MAKER'S MARK DISTILLERY, INC.

Owner Address: 6200 Dutchman's Lane

Suite 103
Louisville, KENTUCKY UNITED STATES 40205

Legal Entity Type: CORPORATION

State or Country: KENTUCKY
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Lynn A. Sullivan

Docket Number: 244750

Attorney Primary Email Address: trademark@leydig.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Lynn A. Sullivan
Leydig, Voit & Mayer, Ltd.
Suite 4900
Two Prudential Plaza, 180 N. Stetson Ave
Chicago, ILLINOIS UNITED STATES 60601

Phone: 312-616-5600

Fax: 312-616-5700

Correspondent e-mail: trademark@leydig.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 19, 2017	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Sep. 19, 2017	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Feb. 26, 2009	REGISTERED AND RENEWED (THIRD RENEWAL - 10 YRS)	74886
Feb. 26, 2009	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Feb. 26, 2009	ASSIGNED TO PARALEGAL	74886
Feb. 24, 2009	TEAS SECTION 8 & 9 RECEIVED	
Oct. 16, 2008	CASE FILE IN TIGRS	
Jan. 09, 2006	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 09, 2006	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 24, 2004	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 12, 1999	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	
Apr. 12, 1999	RESPONSE RECEIVED TO POST REG. ACTION	
Sep. 18, 1998	POST REGISTRATION ACTION MAILED - SEC. 9	
Aug. 18, 1998	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
May 05, 1979	REGISTERED AND RENEWED (FIRST RENEWAL - 20 YRS)	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: May 05, 2009

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Feb. 26, 2009

Assignment Abstract Of Title Information

Summary

Total Assignments: 4

Registrant: OLD SAMUELS DISTILLERY, INC.

Assignment 1 of 4

Conveyance: CHANGE OF NAME 19590316

Reel/Frame: [0068/0308](#)

Pages: 1

Date Recorded: Aug. 17, 1960

Supporting Documents: No Supporting Documents Available

Name: [OLD SAMUELS DISTILLERY](#)

Legal Entity Type: UNKNOWN

Assignor

Execution Date: Aug. 12, 1960

State or Country Where Organized: No Place Where Organized Found

Assignee

State or Country Where Organized: No Place Where Organized Found

Address: No Assignee Address Found

Correspondent

Correspondent Name: ARTHUR F. ROBERT

Correspondent Address: 803 KY. HOME LIFE BLDG.
803 KY. HOME LIFE BLDG.
LOUISVILLE 2, KY

Domestic Representative - Not Found

Assignment 2 of 4

Conveyance: CHANGE OF NAME 19590316

Reel/Frame: [0133/0487](#)

Pages: 1

Date Recorded: Dec. 27, 1965

Supporting Documents: No Supporting Documents Available

Name: [OLD SAMUELS DISTILLERY, INC.](#)

Legal Entity Type: UNKNOWN

Assignor

Execution Date: Sep. 09, 1965

State or Country Where Organized: No Place Where Organized Found

Assignee

State or Country Where Organized: No Place Where Organized Found

Address: No Assignee Address Found

Correspondent

Correspondent Name: WOODSON, PATTISHALL ET AL.

Correspondent Address: 1225 19TH ST., N.W.
1225 19TH ST., N.W.
WASHINGTON, DC 20036

Domestic Representative - Not Found

Assignment 3 of 4

Conveyance: CHANGE OF NAME 19740701

Reel/Frame: [0286/0699](#)

Pages: 1

Date Recorded: May 20, 1976

Supporting Documents: No Supporting Documents Available

Name: [STAR HILL DISTILLING CO.](#)

Legal Entity Type: UNKNOWN

Assignor

Execution Date: May 17, 1976

State or Country Where Organized: No Place Where Organized Found

Assignee

Name: MAKER'S MARK DISTILLERY, INC.

Legal Entity Type: UNKNOWN

State or Country No Place Where Organized Found
Where Organized:

Address: No Assignee Address Found

Correspondent

Correspondent Name: PATTISHALL, MCAULIFFE & HOFSTETTER

Correspondent Address: 470 WATERGATE SIX HUNDRED
470 WATERGATE SIX HUNDRED
WASHINGTON, DC 20037

Domestic Representative - Not Found

Assignment 4 of 4

Conveyance: MERGER AND CHANGE OF NAME 19820202KY

Reel/Frame: 0424/0971

Pages: 2

Date Recorded: Sep. 27, 1982

Supporting Documents: No Supporting Documents Available

Assignor

Name: MARKER'S MARK DISTILLERY, INC. MERGED INTO

Execution Date: May 13, 1982

Legal Entity Type: UNKNOWN

State or Country No Place Where Organized Found
Where Organized:

Name: HIRAM WAKLER HOLDINGS, INC. CHANGED TO

Execution Date: Not Found

Legal Entity Type: UNKNOWN

State or Country No Place Where Organized Found
Where Organized:

Assignee

Name: HIRAM WAKLER HOLDINGS, INC. CHANGED TO

Legal Entity Type: UNKNOWN

State or Country No Place Where Organized Found
Where Organized:

Address: No Assignee Address Found

Name: MARKER'S MARK DISTILLERY, INC.

Legal Entity Type: UNKNOWN

State or Country No Place Where Organized Found
Where Organized:

Address: No Assignee Address Found

Correspondent

Correspondent Name: MAKER'S MARK DISTILLERY, INC.

Correspondent Address: ON STAR HILL FARM
ON STAR HILL FARM
LOVETTO, KY 40037

Domestic Representative - Not Found

Int. Cl.: 33

Prior U.S. Cl.: 49

Reg. No. 678,192

United States Patent and Trademark Office

Registered May 5, 1959

10 Year Renewal

Renewal Term Begins May 5, 1999

**TRADEMARK
PRINCIPAL REGISTER**

MAKER'S MARK

MAKER'S MARK DISTILLERY, INC.
(KENTUCKY CORPORATION)
1000 LINCOLN INCOME CENTER
6200 DUTCHMAN'S LANE, SUITE 103
LOUISVILLE, KY 40205, BY CHANGE
OF NAME AND CHANGE OF NAME
FROM OLD SAMUELS DISTILLERY,
INC. (KENTUCKY CORPORATION),
DOING BUSINESS AS BURKS SPRING
DISTILLERY, BARDSTOWN, KY

APPLICANT DISCLAIMS THE EX-
CLUSIVE USE OF THE WORD "MARK"
APART FROM THE MARK AS SHOWN.

FOR: WHISKEY, IN CLASS 49 (INT.
CL. 33).

FIRST USE 11-1-1957; IN COMMERCE
11-1-1957.

SER. NO. 72-040,366, FILED 11-8-1957.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Sep. 21, 1999.*

COMMISSIONER OF PATENTS AND TRADEMARKS

United States Patent Office

678,192
Registered May 5, 1959

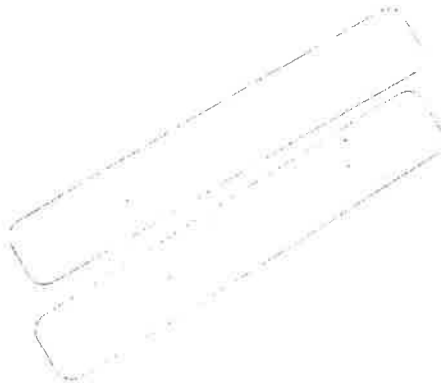
PRINCIPAL REGISTER Trademark

Ser. No. 40,366, filed Nov. 8, 1957

MAKER'S MARK

Old Samuels Distillery, Inc. (Kentucky corporation), doing business as Burks Spring Distillery
Box 253
Bardstown, Ky.

For: WHISKEY, in CLASS 49.
First use Nov. 1, 1957; in commerce Nov. 1, 1957.
Applicant disclaims the exclusive use of the word
"Mark" apart from the mark as shown.



Generated on: This page was generated by TSDR on 2018-02-14 10:58:34 EST

Mark: MAKER'S 46

MAKER'S 46

US Serial Number: 77930906

Application Filing Date: Feb. 08, 2010

US Registration Number: 3967288

Registration Date: May 24, 2011

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Jun. 30, 2017

Publication Date: Aug. 10, 2010

Notice of Allowance Date: Oct. 05, 2010

Mark Information

Mark Literal Elements: MAKER'S 46

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 0678192, 1486319, 2250282

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *,* identify additional (new) wording in the goods/services.

For: Distilled Spirits; Liquor

International Class(es): 033 - Primary Class

U.S Class(es): 047, 049

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 11, 2010

Use in Commerce: Jun. 11, 2010

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Maker's Mark Distillery, Inc.

Owner Address: 6200 Dutchman's Lane, Suite 103
Louisville, KENTUCKY 40205
UNITED STATES

Legal Entity Type: CORPORATION

State or Country KENTUCKY
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Claudia W. Stangle

Docket Number: 268788

Attorney Primary trademark@leydig.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent CLAUDIA W. STANGLE
Name/Address: LEYDIG, VOIT & MAYER, LTD.
Two Prudential Plaza, 180 N. Stetson Ave
Suite 4900
CHICAGO, ILLINOIS 60601-6745
UNITED STATES

Phone: 312-616-5600

Fax: 312-616-5700

Correspondent e-mail: trademark@leydig.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jun. 30, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jun. 30, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	66607
Jun. 30, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	66607
May 05, 2017	TEAS SECTION 8 & 15 RECEIVED	
May 24, 2011	REGISTERED-PRINCIPAL REGISTER	
Apr. 16, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Apr. 15, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	70629
Apr. 12, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 18, 2011	STATEMENT OF USE PROCESSING COMPLETE	76874
Mar. 03, 2011	USE AMENDMENT FILED	76874
Mar. 18, 2011	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76874
Mar. 03, 2011	TEAS STATEMENT OF USE RECEIVED	
Oct. 05, 2010	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 10, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 10, 2010	PUBLISHED FOR OPPOSITION	
Jul. 08, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	70629
Jul. 02, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 02, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	70629
Jul. 02, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	70629
Jul. 02, 2010	ASSIGNED TO LIE	70629
Jun. 14, 2010	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 14, 2010	NOTIFICATION OF PRIORITY ACTION E-MAILED	6326
May 14, 2010	PRIORITY ACTION E-MAILED	6326
May 14, 2010	PRIORITY ACTION WRITTEN	76487
May 10, 2010	ASSIGNED TO EXAMINER	76487
Feb. 17, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 11, 2010	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 109

Date in Location: Jun. 30, 2017

United States of America

United States Patent and Trademark Office

MAKER'S 46

Reg. No. 3,967,288

Registered May 24, 2011

Int. Cl.: 33

TRADEMARK

PRINCIPAL REGISTER

MAKER'S MARK DISTILLERY, INC. (KENTUCKY CORPORATION)
6200 DUTCHMAN'S LANE, SUITE 103
LOUISVILLE, KY 40205

FOR: DISTILLED SPIRITS; LIQUOR, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 6-11-2010; IN COMMERCE 6-11-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 678,192, 1,486,319, AND 2,250,282.

SN 77-930,906, FILED 2-8-2010.

SUSAN STIGLITZ, EXAMINING ATTORNEY



David J. Kypas

Director of the United States Patent and Trademark Office

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Mark: MAKER'S

MAKER'S

US Serial Number: 86773443

Application Filing Date: Sep. 30, 2015

US Registration Number: 4964096

Registration Date: May 24, 2016

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: May 24, 2016

Publication Date: Mar. 08, 2016

Mark Information

Mark Literal Elements: MAKER'S

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 0678192, 3967288

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Alcoholic beverages except beers; Whisky

International Class(es): 033 - Primary Class

U.S Class(es): 047, 049

Class Status: ACTIVE

Basis: 1(a)

First Use: Nov. 01, 1957

Use in Commerce: Nov. 01, 1957

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Maker's Mark Distillery, Inc.

Owner Address: Suite 103
6200 Dutchman's Lane
Louisville, KENTUCKY 40205
UNITED STATES

Legal Entity Type: CORPORATION

State or Country KENTUCKY
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Claudia W. Stangle

Attorney Primary trademark@leydig.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Claudia W. Stangle
Name/Address: LEYDIG, VOIT & MAYER, LTD.
2 PRUDENTIAL PLAZA 180 N STETSON AVE
Suite 4900
Chicago, ILLINOIS 60601
UNITED STATES

Phone: 3126165600

Fax: 3126165700

Correspondent e-mail: trademark@leydig.com sarah.mcguirk@beamsuntory.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
May 24, 2016	REGISTERED-PRINCIPAL REGISTER	
Mar. 08, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 08, 2016	PUBLISHED FOR OPPOSITION	
Feb. 17, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 26, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 21, 2016	ASSIGNED TO EXAMINER	86338
Oct. 07, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 07, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 06, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 03, 2015	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date In Location: May 24, 2016

United States of America
United States Patent and Trademark Office

MAKER'S

Reg. No. 4,964,096

Registered May 24, 2016

Int. Cl.: 33

TRADEMARK

PRINCIPAL REGISTER

MAKER'S MARK DISTILLERY, INC. (KENTUCKY CORPORATION)
SUITE 103
6200 DUTCHMAN'S LANE
LOUISVILLE, KY 40205

FOR: ALCOHOLIC BEVERAGES EXCEPT BEERS; WHISKY, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 11-1-1957; IN COMMERCE 11-1-1957.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 678,192 AND 3,967,288.

SER. NO. 86-773,443, FILED 9-30-2015.

AMY KERTGATE, EXAMINING ATTORNEY



Nichelle K. Lee

Director of the United States
Patent and Trademark Office

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Mark: MAKER'S MARK PRIVATE SELECT

MAKER'S MARK PRIVATE SELECT

US Serial Number: 86776170

Application Filing Date: Oct. 02, 2015

US Registration Number: 5286883

Registration Date: Sep. 12, 2017

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Sep. 12, 2017

Publication Date: Apr. 04, 2017

Notice of Allowance Date: May 30, 2017

Mark Information

Mark Literal Elements: MAKER'S MARK PRIVATE SELECT

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "PRIVATE SELECT"

Related Properties Information

Claimed Ownership of US Registrations: 0678192, 3967288

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Alcoholic beverages except beers; Whisky

International Class(es): 033 - Primary Class

U.S Class(es): 047, 049

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 2016

Use in Commerce: Jan. 2016

Basis Information (Case Level)

Filed Use: No	Currently Use: Yes	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: Maker's Mark Distillery, Inc.

Owner Address: Suite 103
6200 Dutchman's Lane
Louisville, KENTUCKY 40205
UNITED STATES

Legal Entity Type: CORPORATION

State or Country KENTUCKY
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Claudia W. Stangle

Attorney Primary trademark@leydig.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Claudia W. Stangle
Name/Address: LEYDIG, VOIT & MAYER, LTD.
2 PRUDENTIAL PLAZA 180 N STETSON AVE
Suite 4900
Chicago, ILLINOIS 60601
UNITED STATES

Phone: 3126165600

Fax: 3126165700

Correspondent e- trademark@leydig.com sarah.mcquirk@beamsunt
mail: ory.com

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 12, 2017	REGISTERED-PRINCIPAL REGISTER	
Aug. 10, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Aug. 09, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 27, 2017	STATEMENT OF USE PROCESSING COMPLETE	66530
Jun. 29, 2017	USE AMENDMENT FILED	66530
Jul. 26, 2017	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66530
Jun. 29, 2017	TEAS STATEMENT OF USE RECEIVED	
May 30, 2017	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 04, 2017	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 04, 2017	PUBLISHED FOR OPPOSITION	
Mar. 15, 2017	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 22, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 22, 2017	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 22, 2017	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Feb. 22, 2017	EXAMINERS AMENDMENT E-MAILED	6328
Feb. 22, 2017	EXAMINERS AMENDMENT -WRITTEN	86338
Aug. 22, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Aug. 22, 2016	NON-FINAL ACTION E-MAILED	6325
Aug. 22, 2016	NON-FINAL ACTION WRITTEN	86338
Jul. 29, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 28, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 28, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 28, 2016	NOTIFICATION OF PRIORITY ACTION E-MAILED	6326
Jan. 28, 2016	PRIORITY ACTION E-MAILED	6326
Jan. 28, 2016	PRIORITY ACTION WRITTEN	86338
Jan. 21, 2016	ASSIGNED TO EXAMINER	86338

Oct. 07, 2015	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED
Oct. 07, 2015	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED
Oct. 07, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM
Oct. 06, 2015	NEW APPLICATION ENTERED IN TRAM

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date In Location: Aug. 09, 2017

United States of America

United States Patent and Trademark Office

MAKER'S MARK PRIVATE SELECT

Reg. No. 5,286,883

Registered Sep. 12, 2017

Int. Cl.: 33

Trademark

Principal Register

Maker's Mark Distillery, Inc. (KENTUCKY CORPORATION)
Suite 103
6200 Dutchman's Lane
Louisville, KY 40205

CLASS 33: Alcoholic beverages except beers; Whisky

FIRST USE 1-00-2016; IN COMMERCE 1-00-2016

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 3967288, 0678192

No claim is made to the exclusive right to use the following apart from the mark as shown:
"PRIVATE SELECT"

SER. NO. 86-776,170, FILED 10-02-2015
AMY L KERTGATE, EXAMINING ATTORNEY




Joseph Matal

Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office

EXHIBIT C

Maker's 46

 **Maker's Mark**



It's a different spin on Maker's


Maker's Mark® and Maker's 46® are the same. But different.

Back when we decided to create a new companion to Maker's Mark®, we wanted a bourbon that offered intensified flavors – especially those of vanilla and caramel. After much trial and error, we discovered that the perfect starting point for Maker's 46® was right in front of us all along – it was Maker's Mark®.

So Maker's 46® actually begins as fully matured Maker's Mark. And then we begin the inventive, handcrafted finishing process that creates a bourbon with bold vanilla, oak and caramel flavors – yet retains the easy drinkability of Maker's Mark.

Tags: [Maker's 46](#), [Taste](#), [Aging Process](#)

Home

 **Maker's Mark**

Maker's 46

We age Maker's 46® a bit longer inside barrels containing seared French oak staves. The staves create bolder, more complex flavors – while eliminating the bitterness that usually comes with whiskies that are aged longer.



A French accent



It's a different spin
on Maker's



The cellar



The Maker's 46
story



[CONTACT](#) [FAQ](#) [MARKETING CODE](#) [THE COCKTAIL PROJECT](#)

Find us on: [Facebook](#), [Google+](#), [Instagram](#), [Pinterest](#), [Twitter](#) and [YouTube](#).

[UPDATED TERMS & CONDITIONS](#) [UPDATED PRIVACY POLICY](#) [ABOUT OUR ADS](#)



WE MAKE OUR BOURBON
CAREFULLY.
PLEASE ENJOY IT THAT

Maker's Mark®, Maker's 46® and Maker's Mark® Cask Strength™ Bourbon Whisky.
45%–57% Alc./Vol.
© 2018 Maker's Mark Distillery, Inc., Loretto, KY

Thirsty?

 **Maker's Mark**



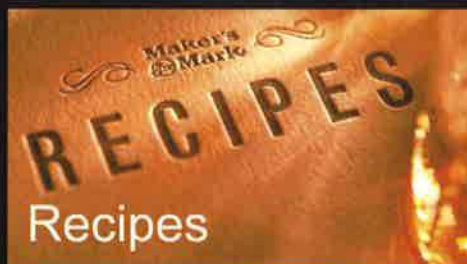
Gift shop



Distillery



Cocktails



Recipes



Taste



Maker's 46



Cask Strength




Private Select



Ambassador

Home

 **Maker's Mark**




Maker's Mark Private Select

When you visit the Maker's Mark Distillery, you'll have a rare opportunity to experience Maker's Mark® Private Select™, a series of Maker's Mark® expressions created by using the same principles Bill Samuels, Jr., used when he created Maker's 46®.

Beginning as fully matured Maker's Mark® at cask strength, expressions of Private Select are created by adding 10 custom finishing staves to each barrel and finishing them in our limestone cellar to extract more flavor. The 10 finishing staves can be any combination of five flavor profiles chosen especially for this program. With 1,001 possible stave combinations, each expression of Private Select has a customized finish and taste profile that is unique, yet undeniably Maker's®.

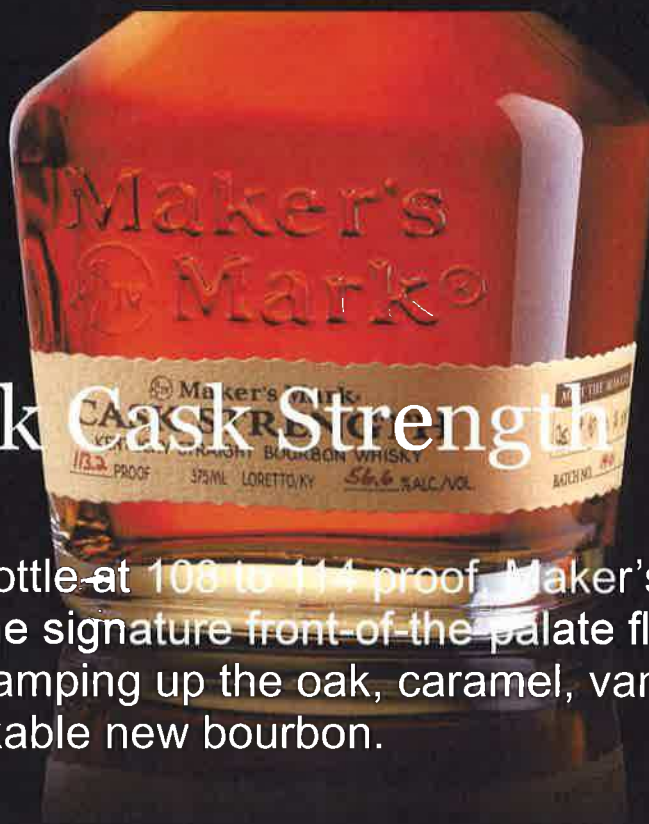
Maker's Mark® Private Select™ is available in select markets and also at the distillery.

[Home](#)

 **Maker's Mark**

Maker's Mark Cask Strength Bourbon

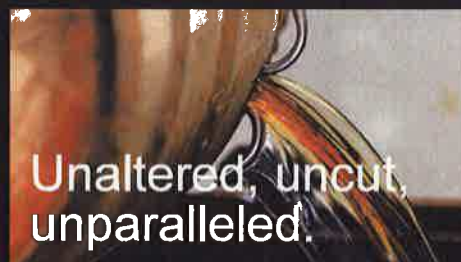
From the barrel to the bottle at 108 to 114 proof, Maker's Mark® Cask Strength retains the signature front-of-the-palate flavors of Maker's Mark® – while amping up the oak, caramel, vanilla and spice to create a remarkable new bourbon.



It's Cask Strength
but it's Maker's
smooth.



Maybe we should
have bottled this
sooner.



Unaltered, uncut,
unparalleled.

[CONTACT](#) [FAQ](#) [MARKETING CODE](#) [THE COCKTAIL PROJECT](#)

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[UPDATED TERMS & CONDITIONS](#) [UPDATED PRIVACY POLICY](#) [ABOUT OUR ADS](#)



**WE MAKE OUR BOURBON
CAREFULLY.
PLEASE ENJOY IT THAT
WAY.**

Maker's Mark®, Maker's 46® and Maker's Mark® Cask Strength™ Bourbon Whisky,
45%–57% Alc./Vol.

©2018 Maker's Mark Distillery, Inc. Loretto, KY

All trademarks are the property of their respective owners.

EXHIBIT D

Truths

SIV Maker's Mark

THE WALL STREET JOURNAL.

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VOL. LX NO. 204 ★ ★

MIDWEST EDITION

FRIDAY, AUGUST 1, 1980

(H) 35 CENTS

Panicky Poles

More Democrats Fear
An Anti-Carter Sweep,
But Who Else Is There?

President Slips, Yet Kennedy
And Jackson Have Flaws;
Muskie, Mondale Demur
Convention Could Be Bloody

By JAMES M. PERRY
And ALBERT R. HURT
WASHINGTON—“Free the delegates!” roared Edward Bennett Williams, the well-known lawyer, at a press conference yesterday in the House office building railing for an “open” Democratic convention.
Over on the Senate side at Capitol Hill, Democratic Sen. Edward Kennedy and independent presidential candidate John Anderson publicly called a 24th grace conference to him that Sen. Anderson might drop out of the race if the Democratic caucusman nominates someone other than President Carter. Meanwhile, Democratic Senators crashed from one intrigue to another, wringing their hands over what might happen to them in the election this fall.
And hovering over all of them is the rocking figure of Billy Carter, the President's son, who yesterday said a top Justice Department official—who had accused him of lying—is “full of it.”
“That the Democrats' political panic spreads just 10 days from the opening of

What's News—**Business and Finance**

CHRYSLER reported a record loss of \$530.1 million for the second quarter and a 25% sales decline to \$2.12 billion. The deficit is close to what the auto maker had estimated. Separately, the Chrysler Loan Guaranty Board gave final approval to \$350 million more in loan guarantees for the company.

Auto makers, attempting to clear dealers' lots for 1981 models, are said to have trimmed 40,000 units from earlier production schedules for the third quarter. That reduction would represent a 26% drop from depressed 1979 levels.

Gasoline prices are beginning to fall slightly because of a growing glut of fuel. Among the major companies lowering prices are Cities Service, Texaco, Gulf Oil and Esso.

Farm prices surged 3.3% last month, the largest increase since 1974, as drought fears helped propel average prices for soybeans, corn, hogs, cattle and broiler chickens.

World-Wide

CARTER WILL TESTIFY after the Democratic convention, Senators indicated. As a special Senate panel began its inquiry into ties between Libya, Billy Carter and his brother's administration, Chairman Carl Albert (D., Ind.) said more information is needed before calling the President. The White House said the President plans to attend Congress in a report Monday, believe Democrats gather in New York Aug. 11.

In Annapolis, Md., Billy Carter yesterday denied receiving official cables on Libya. He also disputed Wednesday's charges by a Justice Department official that he had to take Libyan payments. A presidential aide again said the administration “will be prepared and eager to respond to any questions.”

Senate panelist Strom Thurmond (R., S.C.) said he wants to know why the President “permitted his brother to deal with a foreign country.”

The White House released copies of seven State Department cables praising Billy Carter's trip to Libya. A spokesman said the reports were the ones discussed by the President and Billy Carter. Most of the material was made public a year ago, the official added.

ANDERSON HINTED he may drop his presidential bid if Carter is dumped.

The independent candidate said he opposes a choice between the President and Ronald Reagan, rather than the two-party system. Anderson spoke after a meeting with Sen. Edward Kennedy, who trails Car-

Hourly Earnings

AVERAGE HOURLY PAY of factory workers in June rose to \$11.11 from a revised \$10.33 the preceding month, the Labor Department reports.

Maker's Mark Goes Against the Grain To Make Its Mark

Bourbon Distiller Is a Model
Of Inefficiency by Choice;
No Case for Fidel Castro

By DAVID P. GARKIN
Staff Reporter of THE WALL STREET JOURNAL
LORETTO, Ky.—Maker's Mark Distillery has made its mark by going against the grain.
In producing its premium-priced Maker's

World Bank Affiliate Approves \$67.2 Million In Loans to 4 Nations

By a WALL STREET JOURNAL Staff Reporter
WASHINGTON—The International Development Association, a World Bank affiliate, approved \$67.2 million in loans to four countries.
Tanzania will get a \$27 million credit for public water-supply projects in urban areas, while Tanzania will receive a \$25 million loan for the construction of schools and other education facilities.
The IDA also approved two smaller loans—\$7.5 million to Burundi and \$7.5 million to Rwanda—to expand the telephone and telecommunications system in both countries.
All of the IDA credits will be interest-free, except for a small annual administrative fee.

Allis-Chalmers Forms A Venture in Argentina

By a WALL STREET JOURNAL Staff Reporter
MILWAUKEE—Allis-Chalmers Corp. said it formed a venture with Argentina's national shipyard, Astilleros y Fabricas Navales S.A., to produce hydraulic turbines and other heavy equipment.
The industrial equipment maker said it hasn't decided how much it will invest in the venture. The venture, called Afco-Allis, plans to build a manufacturing facility about 50 miles south of Buenos Aires.
Allis-Chalmers said last month that it was the apparent low bidder to manufacture 20 hydraulic turbines valued at a total of \$172 million for a hydroelectric project on the Paraná River between Argentina and

Onward & Upward

Led by Food Prices,
Inflation Seems Likely
To Maintain Fast Pace

Hopes That Consumers Soon
Will Get a Break Decline;
Drought, Other Ills Cited

This Time, Oil Isn't to Blame

By LINDEY H. CLARK JR.
Staff Reporter of THE WALL STREET JOURNAL
Economists who thought consumers were about to get some price breaks now see mainly more broken hopes.
Until recently, analysts had expected the consumer price index to rise much more slowly in the summer and early fall. They had envisioned perhaps an annual rate of gain as low as 5% or 6% in the current quarter, down from the 15% rate in the first half.
Now they say an easing still is likely, but think it won't be that dramatic. “I look for consumer prices to rise at an annual rate of 8.4% in both the third and fourth quarters,” says Lucy H. Hunt, chief economist of Philadelphia's Fidelity Bank.

That's only the near-term bad news. The 1980 bad news: Most forecasters think that the consumer price index will be rising at an annual rate close to 10% next year. Moreover, some say, the rate may be accelerating before the year is over.

Surging Food Prices

The price outlook has turned gloomier.

The Wall Street Journal

Maker's Mark® would have remained a local phenomenon were it not for a fellow from *The Wall Street Journal* who paid a visit to the distillery in 1980 and decided to write about it on the front page. Maker's Mark was the first small, family-owned company to be featured on the front page of *The Wall Street Journal*.

Tags: [Our Story](#), [Truths](#), [The Wall Street Journal](#), [History](#)

CONTACT FAQ MARKETING CODE THE COCKTAIL PROJECT

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WE MAKE OUR BOURBON

Maker's Mark®, Maker's 46® and Maker's Mark® Cask Strength™ Bourbon Whisky.

BusinessWeek

AFTER WORK

Famous Red Wax

Each bottle is hand-dipped in Maker's Mark's signature red wax. Bill Samuels Sr., the founder of Maker's Mark, was initially dead set against this idea when his wife, Marge, thought of it, inspired by old cognac bottles. He gave in, and the red wax seal has become one of the most recognizable branding symbols in the world.

[Reader review](#)

[More Slide Shows](#)



THE LOW DOWN WHAT IS STYLE CORRESPONDENT EVENTS MOBILE GALLERY MAKER'S GQ RADIO GQ GO M&M GQ.COM SEARCH



GALLERY GALLERY

JOHNSTON & MURPHY
- An Evening of
Gentlemen

GQ's 50th Anniversary
Event Series

PUMA NYC

"MAKERS MARK of
Style" - San Francisco

"MAKERS MARK of
Style" - Seattle

"MAKERS MARK of
Style" - Miami

"MAKERS MARK of
Style" - New York City

GQConnects.com's Gallery

"MAKER'S MARK of Style" - Seattle "MAKER'S MARK OF STYLE" - SEATTLE

On Wednesday, September 26th, MAKER'S MARK® Brand Ambassadors and GQ subscribers gathered to celebrate 50 years of iconic style at the Ibiza Dinner Club in Seattle. Rob Samuels, Global Brand Manager for MAKER'S MARK, hosted the event.

Approximately 175 guests enjoyed classic MAKER'S MARK cocktails served in keepsake glassware - dipped on-site in the company's signature red wax. Keepsake greenscreen photographs - complete with a background of the Seattle skyline "dipped" in MAKER'S MARK red wax - provided a unique activity for guests at the event.

Gift bags included a MAKER'S MARK branded picture frame and the October 50th anniversary issue of GQ Magazine.

Drink tickets were available on-site, all proceeds collected were donated to The Gentleman's Fund, GQ's 50th anniversary philanthropic initiative.

To learn how you can become a Maker's Mark Ambassador, please visit www.makersmark.com for more information. You must be 21 or older.



← PREV

NEXT →

"MAKER'S MARK of Style" - Seattle
Amanda Ingram of MAKER'S MARK dips glassware on site

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Visitors per Month: 1,660,995
Date: April 1, 2013
By: Staff

Morning Call DAYTON BUSINESS JOURNAL

Maker's Mark picked as favorite bourbon

Date: April 1, 2013
By: Staff

Maker's Mark was named the overwhelming favorite bourbon of people who took part in an online poll this past week.

The popular bourbon with the famous red wax-topped bottle was chosen as the favorite by 42 percent of the 163 people who responded to the poll that ran last week on the Dayton Business Journal's Web site. Second place was Woodford Reserve, at a distant 19 percent, followed by Jim Beam with 9 percent and Knob Creek with 8 percent.

Note: Click [here](#) for full results of all the brands in the poll and read comments from voters. The results may be good news for one of the most famous Kentucky bourbons, which recently endured sharp criticism of a decision to lower the alcohol content in its bourbon from 45 percent to 42 percent. It had planned to lower the proof of its spirit to help offset increased demand and short supply, but reversed the decision after the outcry from its loyal customers.

Maker's Mark is owned by Beam Inc., and the industry is seeing a boom recently. Total revenue from Kentucky bourbon and Tennessee whiskey rose 7.3 percent on 2012, to \$2.2 billion. That popularity is evident in Dayton, as The Century Bar in downtown Dayton is enjoying a renaissance after a transformation into a bourbon bar. Click [here](#) for story from this week's premium edition.



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http://www.bizjournals.com/dayton/blog/morning_call/2013/04/makers-mark-picked-as-favorite-bourbon.html

San Francisco Chronicle Magazine

Tripping < By Charyn Pfeuffer >



BOURBON, BARBECUE AND A TASTE OF HISTORY IN LOUISVILLE

Bourbon isn't just for Kentuckians. Recognized in the 1960s by Congress as a "distinctive product of the United States," a recent Senate resolution honored the tradition born of bootleggers by declaring September National Bourbon Heritage Month. Home of the Kentucky Derby, the Louisville Slugger, Diane Sawyer and Mohammed Ali, Louisville and its surroundings symbolize a Southern pace, style and soul that locals are eager to share. Master distiller David Pickerell has overseen the production of Maker's Mark bourbon (www.makersmark.com) in Loretto since 1994 and lives near Louisville. Pickerell encourages visitors to "give Louisville a chance — it's America's Smallest Big Town — or vice versa." Scenic in the spring, "flowers are popping up and everything is right with the world," he says. "We truly are the gem of Kentucky." The unassuming West Point graduate takes pride in every drop of bourbon he handcrafts and the place he calls home. Here's what he's most proud of:



David Pickerell

The Maker's Mark distillery, which is open for tours and tastings, makes a great day trip from Louisville.

Historic hotel

"If you're looking for a scenic hotel with a tremendous sense of history, the Seelbach Hilton is the place to stay. The location is convenient, within crawling distance of Fourth Street Live, the city's nightlife and shopping district right across the street between Liberty and Muhammad Ali Boulevard. Opened around the turn of the century, the landmark property appears on the National Register of Historic Places and has attracted countless famous figures, including actors, athletes, presidents and gangsters like Al Capone. The hotel's posh ambience inspired writer F. Scott Fitzgerald to use the property as the backdrop for Tom and Daisy Buchanan's wedding in 'The Great Gatsby.' Films such as 'The Insider' and 'The Hustler' have also been shot here." 500

Fourth St., Louisville, (502) 585-3200.

Down-home 'cue

"Barbecue has a long tradition in Kentucky and one of my favorite places to enjoy the best of local barbecue is Bootleg Barbecue. They have killer, slow hickory-smoked B-B-Q — the pulled pork, available as a sandwich or to take home by the pound, is really, really good. Also try their made-from-scratch sides: Jo-Mama's green beans or down-home tater salad. I love to cook and eat and this place is fantastic." www.bootlegbbq.net.

Where Maker's Mark begins

"Designated a National Historic Landmark in 1980, the Maker's Mark Distillery is the oldest distillery continuously operating on its own site.

Visitors should plan on spending at least 1 to 1½ hours touring our Victorian village on the banks of Hardin's Creek. The structured tour shares every part of the bourbon-making process — from mashing to fermenting, with, of course, a tasting of the final product. The distillery is housed in a historic building and represents founder Bill Samuels' family home circa 1950. You'll see early marketing materials, historic photos, Mrs. Samuel's bread recipes and pewter collection and original sketches of the bottle. Visitors can also set up lunch at one of our picnic tables and explore our arboretum with more than 300 native Kentucky species. We understand that by the time you get to Loretto that you're not just giving us an hour or two of your time, but a big part of your day, so we want to make sure you have enough fun to warrant a visit an hour or so out of Louisville."

For bourbon lovers

"Legally, several conditions are necessary for bourbon to be called true bourbon whiskey. The best way to understand the production of bourbon and to experience the differences between the various distilleries is to visit the Kentucky Bourbon Trail (www.kybourbon.com). You can make a day of it and tour all six historic distilleries or, if you're strapped for time, just do half. The trail takes you to Heaven Hill, Wild Turkey, Four Roses, Jim Beam, Buffalo Trace and Maker's Mark, and most of the places offer free guided tours, and even better, free tastings.

"The way I prefer to enjoy Maker's Mark is sitting by a fire with a good book and a generous pour of Maker's Mark served shaken over ice and strained back into a glass — neat, but a little cold."

Charyn Pfeuffer is a Carmel Valley writer. She contributes regularly to Chronicle Magazine, Destination Weddings & Honeyoons, Relish and Where.

From here to there

Round-trip tickets from San Francisco to Louisville International Airport hover around \$200 a pop — priced right for a weekend getaway. From San Francisco check-in to curbside arrival in Kentucky (with a quick connection through George Bush Intercontinental in Houston), the trip should take no more than six hours.



Slightly more than an hour's drive outside of Louisville is Loretto — population: 623, home of the Maker's Mark Distillery. From Louisville, drive through bluegrass country: take Interstate 65 south to exit 112, Highway 245 East to Bardstown, U.S. 150 East through center of Bardstown to KY 49 South to KY 52 East to Loretto, follow the well-marked brown signs. When you get into Loretto, allow ample time for stops at the Jim Beam Distillery (www.jimbeam.com), Burnheim Arboretum and Research Forest (www.bernheim.org), and Oscar Getz Museum of Whiskey History (www.whiskeymuseum.com).

Droves of Maker's Mark ever-faithful ambassadors descend upon Loretto for their annual Homecoming, held three weeks before the Kentucky Derby (you can sign up to become an ambassador online). Or come for the family oriented 17th annual Kentucky Bourbon Festival, held the third Saturday of September in nearby Bardstown (KyBourbonFestival.com).

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Copyright 2004 Lancaster Newspapers, Inc.
LANCASTER NEW ERA (LANCASTER, PA.)

February 26, 2004, Thursday

SECTION: B, Pg. 6

LENGTH: 138 words

BODY:

Bourbon brewer that started slow turns 50 with strong following By BRUCE SCHREINER, Associated Press Writer LORETTA, Ky. To signify a new beginning with a new recipe, bourbon maker Bill Samuels Sr. set fire to the family's 170-year-old formula, sparking an explosion that burned a hole in the ceiling and singed his daughter's hair. Despite that inauspicious start 50 years ago, Maker's Mark bourbon whiskey eventually became a trendsetter from its tiny distillery, tucked in a valley in Kentucky's bourbon belt. On Wednesday, Samuels' son presided over a ceremony that recreated the first ceremonial bottling a half-century ago and reminisced about his father's desire to create a distinguished bourbon whiskey. He was pretty excited, said Samuels Jr., a sixth-grader at the time who now runs the family distillery. "I found everybody else, they were just kind of going along with him. I don't know that anybody thought he had uncovered the Holy Grail. Makers is known for its distinctive red wax seal that is hand dipped onto each bottle. The bourbon flows in bars and restaurants around the world, and has gained a strong following," said Frank Walters, director of research for M. Shanken Communications, publisher of beverage trade journals. The recipe was created in an unlikely place: the Samuels family kitchen, where the elder Samuels experimented with bourbon recipes by baking bread. Samuels Jr.'s mother, Marge Samuels, thought of the brand's name, the shape of the bottle and its lettering and the wax seal. Walters said it was a stroke of marketing genius. Its red, dripping wax seal gives it a unique identity and reinforces an image of handcrafted quality, he said. The family started with no customers for the new brand, and with bourbon sales in decline, the timing seemed bad. Sales amounted to only a couple thousand cases in 1959. By 1967, when Samuels Jr. joined the operation, the distillery had a negative net worth of about \$1 million. Sales that year totaled about 17,000 cases, and the brand failed to gain a foothold beyond Kentucky. It was the son's job to find customers, and it didn't take long for frustration to set in, despite his father's encouragement. Since 1995, U.S. sales of Maker's Mark have risen almost 200 percent, Walters said. Dale DeGroff, who once mixed drinks at the Rainbow Room in New York City, said Makers is a versatile bourbon that has gained a strong following among young adults. "You can't run a bar without Makers," DeGroff said. DeEd

LOAD-DATE: February 28, 2004

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The Associated Press

February 26, 2004, Thursday, BC cyc

SECTION: Domestic News: Business News

LENGTH: 621 words

HEADLINE: Premium bourbon brand Maker's Mark turns 50

BYLINE: By BRUCE SCHREINER, Associated Press Writer

DATELINE: LORETTA, Ky.

BODY:

To signify a new beginning with a new recipe, bourbon maker Bill Samuels Sr. set fire to the family's 170-year-old formula, sparking an explosion that burned a hole in the ceiling and singed his daughter's hair.

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"He single-handedly created the fine bourbon category," Walters said of Samuels Sr.

The recipe was created in an unlikely place - the Samuels family kitchen, where the elder Samuels experimented with bourbon recipes by baking bread. Samuels Jr. said his father deviated from tradition by substituting soft red winter wheat in place of rye, a staple ingredient for bourbon. The result was a soft, mellow flavor with no bitter aftertaste.

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Premium bourbon brand Maker's Mark turns 50 The Associated Press February 26, 2004, Thursday, BC cyc

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"You can't run a bar without Maker's," said DeGroff, who now provides beverage consulting services and does bar training seminars.

Despite the brand's broad appeal, Samuels Jr. limits production. Each batch ages about six years before bottling and he said a big production boost would compromise quality. About 800 batches are handcrafted each week and he expects to sell about 650,000 cases this year.

Samuels Jr. said he only wishes his father could see his success. The elder Samuels died in 1991, just as Maker's Mark was emerging as a national brand.

"If I could wish one thing, it wouldn't be for more business," Samuels Jr. said. "It would be that he could be here to see that all that heavy lifting he and mom did wasn't for naught."

On the Net

Maker's Mark: <http://44.14/www.makersmark.com>

GRAPHIC: AP Photos KYPL601-603

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Copyright 2004 Associated Press
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Associated Press Online

February 26, 2004 Thursday

SECTION: FINANCIAL NEWS

LENGTH: 617 words

HEADLINE: Maker's Mark Bourbon Turns 50

BYLINE: BRUCE SCHREINER, Associated Press Writer

DATELINE: LORETTA, Ky.

BODY:

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Maker's Mark Bourbon Turns 50 Associated Press Online February 26, 2004 Thursday

Page 2

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On the Net

Maker's Mark: <http://www.makersmark.com>

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Lexington Herald-Leader (Kentucky)

September 21, 2003 Sunday FINAL EDITION

SECTION: ESSENTIAL BLUEGRASS; Pg. 33

LENGTH: 681 words

HEADLINE: GOTTA GO, GOTTA SHOW:
NEITHER VISITORS NOR THEIR HOSTS SHOULD MISS ONLY-IN-KENTUCKY SITES

BYLINE: Heather Skokos, Herald-Leader Staff Writer

BODY:

Whether it's your great Aunt Pearl, or your best friend from college, or your bookish nephew, Lancelot, somebody from out of town is due for a visit to Kentucky.

Even if they're not, it's always a kick to get out there and be a tourist in your own back yard.

So for Pearl, for Lancelot and for you, here are a few must-do's on your tour of the Commonwealth.

Horses

* Kentucky Horse Park. This working horse farm boasts more than 50 breeds of horses and champions, such as Cigar.

Open year-round 9 a.m. to 5 p.m., daily March 15 through Oct. 31. Closed major holidays, and Mondays and Tuesdays Nov. 1 through March 15.

Depending on the time of year and special exhibits, admission ranges from \$9-\$19.50 for adults, and from \$5.50 to \$13.50 for children 7-12. Free for children 6 and younger. Call (859) 233-1303 or 1-800-568-8813.

* Horse farm tours. Call either Blue Grass Tours (859) 252-5744, or Horse Farm Tours (859) 268-2906.

* Keeneland Race Course/Churchill Downs.

When it comes to the sport of kings, it's hard to beat Churchill Downs in Louisville, the majestic site of the Kentucky Derby. Still, plenty prefer Lexington's Keeneland, set amid the cut-stone architecture and blazing foliage. Either one is a sure bet for a day at the races. Keeneland meets are in October and April. Simulcast wagering is year-round. Keeneland is on Versailles Road, just across from Blue Grass Airport. Call (859) 254-3412 or 1-800-456-3412 or check out www.keeneland.com. For Churchill information, call (502) 676-4400, or visit www.churchilldowns.com.

Shaker town

Take a drive out to Shaker Village at Pleasant Hill, the largest of all restored Shaker villages. See village workers in period costume demonstrate various techniques of Shaker craftsmanship such as how tooth, baskets, brooms, medicines and dyed yarn were made. Shakerstown is at 5801 Lexington Road, Harrodsburg. Call 1-800-734-5611.

Whimsical eats

If you're partial to funky dining experiences, make sure to hit Ly Ln's Paradise Cafe in Louisville, at 984 Barrett Avenue. The restaurant serves casual fare — sandwiches, burgers, brunch food and French toast to good if it'll make you

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GOTTA GO, GOTTA SHOW: NEITHER VISITORS NOR THEIR HOSTS SHOULD MISS ONLY-IN-KENTUCKY SITES Lexington Herald-Leader (Kentucky) September 21, 2003 Sunday FINAL EDITION

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wanna smack your mama. But the whimsical decor is what sets this Louisville institution apart — starting with the 8-foot-tall red coffee pot in the parking lot.

* The Glitz. With its explosion of twinkling lights, mirrors and crystal, there is nothing else quite like this hushonem spot, although the Baroque palaces of Versailles (France) come to mind. The Glitz is attached to the antique shop, Irish Acres, at 4205 Fortis Mill Road in Nonesuch in Woodford County.

Bourbon

Maker's Mark Distillery. This distillery, near Loretto in Marion County, not only allows you to dunk your finger into a colossal barrel of yeast, but also encourages you to dip a bottle into that signature hot red wax. Free, hourly tours begin at 10:30 a.m. and run until 3:30 p.m. Monday through Saturday; and 1:30 p.m. through 3:30 p.m. Sunday. Closed major holidays and Sundays in January and February. Call (502) 865-2099 or visit www.makersmark.com.

A few other nearby distilleries: Labrot & Goffman Distillery, home of Woodford Reserve bourbon, in Woodford County, (859) 879-1812; Wild Turkey in Lawrenceburg, (502) 879-4544; Buffalo Trace north of Frankfort, (502) 223-7641; Jim Beam near Clermont, (502) 543-0877.

To market, to market

Lexington's Farmers Market has fresh fruits and vegetables, herbs, flowers, jars and jellies, honey and Kentucky specialties. The market is on West Vine Street Saturday mornings and Tuesdays and Thursdays on the corner of South Broadway and Mawell Street, mid-April through the first part of December, 7 a.m. until sold out.

In the summer, catch the companion Artists' Market in Phoenix Park, at Main Street and Limestone, where artists show and sell their work from 9 a.m. to 3 p.m.

Art house

If not to catch a movie, at least peek in on the Kentucky Theatre, 214 East Main Street. Built in 1921 and since restored, it's Lexington's oldest and most beautiful theater.

NOTES: ESSENTIAL ARTS & ENTERTAINMENT

GRAPHIC: MARK CORNELISON, STAFF - Churchill Downs in Louisville, above, and Keeneland Race Course in Lexington are two of the hottest spots for horse racing in Kentucky.

MARK CORNELISON, STAFF - Kentucky Theatre.

Fred Mills manages the Kentucky Theatre, Lexington's oldest movie theater.

CHARLES BERTRAM, STAFF - Kentucky Horse Park.

The Rolex Kentucky Three-Day Event is one of many competitions annually at the Kentucky Horse Park. DAVID STEPHENSON, STAFF - Bourbon.

Tours are available at local bourbon distilleries such as Buffalo Trace in Frankfort.

LOAD-DATE: August 16, 2003

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Copyright 2003 Newhouse News Service
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Newhouse News Service

April 21, 2003 Monday

SECTION: TRAVEL

LENGTH: 1356 words

HEADLINE: Bourbon Trail Distills the Kentucky Experience

BYLINE: By JAMES F. SWEENEY. James F. Sweeney is a reporter for The Plain Dealer of Cleveland. He can be contacted at jwsweeney@plaind.com.

DATELINE: BARDSTOWN, Ky

BODY:

Tell friends you're going to Napa Valley to drink wine, and they'll give you bad-and-breakfast recommendations. Tell them you're going to Kentucky to drink bourbon, and they're likely to arrange an intervention.

Go any way. And don't feel the need to apologize. The Kentucky Bourbon Trail isn't just a hairy-chested version of California's wine tours. It's a celebration of one of America's original spirits.

The Kentucky Distillers' Association created the Bourbon Trail to boost tourism and liquor sales. You don't have to be a bourbon drinker or even a drinker at all to enjoy the trail, but it helps.

The seven distilleries are grouped between Louisville and Lexington in the central part of the state, which makes it easy to cover the trail in a long weekend. Either of those cities can serve as base for the trip, but for the best experience, stay in Bardstown. Once home to 22 distilleries, it's known as the Bourbon Capital of the World and holds an annual Bourbon Festival in September.

About a half-hour from Louisville and an hour from Lexington, Bardstown (population 7,500) is big enough to offer a variety of accommodations, including a former jail turned B&B. It is small enough to negotiate on foot, no small consideration for those who take their bourbon tasting seriously.

It's not necessary to visit the Oscar Getz Museum of Whiskey History in Bardstown before touring the distilleries, but an hour spent there will make the tours more meaningful. It does an impressive job of telling the history of whiskey through displays and artifacts, such as a copy of Abraham Lincoln's liquor license from a tavern in New Salem, Ill., and an authentic moonshine still. Long-forgotten brands such as Mud Lick, Old Joe and Golden Wedding are on display. Admission is free.

The trail does not have to be covered in any particular order, but we began at the Jim Beam Distillery, just outside Bardstown in Clermont. Jim Beam is the largest bourbon-maker in the world, and the 400-acre operation here is one of five area properties owned by the company. Visitors aren't allowed in the distillery, but are routed to the nearby Jim Beam American Outpost, an information center/gift shop/museum.

The tour starts with a bourbon chocolate and the viewing of a short film about bourbon and the Beam company. It was the first of several similar films we would see at distilleries: all of them feature rocking chairs on front porches, thoroughbreds galloping through pastures and gauzy images of suspenders-wearing company patriarches explaining why their bourbon is better than all the others.

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EXHIBIT E



Icons of Whisky America 2015

This has been an exciting year for Icons of Whisky with the launch of the all new nominations and voting process. We decided it was time the industry had a say and helped us recognise the very best in the world of whisky. Producers, retailers, distributors and importers were invited to nominate iconic companies and individuals and help draw up a shortlist of those who deserve an Icons of Whisky title. We then opened up the voting on www.iconsofwhisky.com where those in the industry voted for their top three. With almost 4,000 votes, *Whisky Magazine's* editorial panel had the final task of reviewing the votes, and we are now delighted to present the results of the Icons of Whisky America 2015.



Whisky Visitor Attraction of the Year

Maker's Mark

Maker's Mark distillery was designated a National Historic Landmark over 30 years ago and became the first Kentucky distillery to be named as such. Over the years, it has developed into a 'must see' on the Bourbon Trail. Ever wondered how they make each drip of iconic wax different on every bottle? A trip to the Bottling House will explain all.

Highly Commended
Buffalo Trace Distillery

Nominees
Woodford Reserve Distillery
Buffalo Trace Distillery
Four Roses Distillery
George Dickel
Jim Beam
Maker's Mark



EXHIBIT F

[Dictionary.com](#)

[Thesaurus.com](#)

[Log In](#)

[definitions](#)

[maker](#)

[SEE THE TRENDS](#)

[What does Tis the Season mean?](#)

maker

[mey-ker]

[Spell](#) [Syllables](#)

[Examples](#) [Word Origin](#)

[See more synonyms on Thesaurus.com](#)

noun

1. a person or thing that [makes](#).
2. a manufacturer (used in combination): *drugmaker*; *garmentmaker*.
3. (*initial capital letter*) [God](#).
4. the party executing a legal instrument, especially a promissory note.
5. *Cards*. the player who first names the successful bid.
6. *Archaic*. a poet.

Idioms

7. **go to /meet one's Maker**, to die.

[Explore Dictionary.com](#)



The Oldest Words in English



Only 90s Kids Will Get These Words

[Others Are Reading](#)



Amazing Words Inspired by Animals



The Histories Behind Our Favorite Swear Words



Words You've Been Using Wrong

HEART & VASCULAR INSTITUTE

1.844.366.0614
[AMITAhealth.org/Heart](#)

Word of the Day



Origin of maker



1300-1350

Middle English word dating back to 1300-50; See origin at [make](#)¹, [-er](#)¹

Related forms

premaker, NOUN

undermaker, NOUN

Dictionary.com Unabridged

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[Cite This Source](#)

Examples from the Web for maker

Contemporary Examples

But Lundbeck, the Danish *maker* of Nembutal, no longer sells the drug to U.S. prisons.

[Pennsylvania's Lethal Injection Fiasco](#)

Christopher Moraff

September 18, 2014

With the success of Frozen and the acquisition of *maker*, perhaps Disney is beginning to see the Web 2.0 light.

[Mickey Mouse Takes Deadmau5 to Court](#)

Aesopian

Related Words

Basket Maker

lawmaker

patternmaker

architect

arkwright

armorer

Nearby words for maker

[makedhonia](#)

[makefast](#)

[makeless](#)

[makemie](#)

[makeover](#)

maker

[maker's mark](#)

[makeshift](#)

[makeup](#)

[makeweight](#)

[makeyevka](#)

Word Value for maker

11

Scrabble

12

Words With
Friends

2017's Top SUVs

These Are The SUVs That You Need To See In 2017

Yahoo Search

Jay Michaelson
September 3, 2014

Thus were Lockett and Warner set to meet their *maker* Tuesday night.

Mary Fallin's Killer Fiasco
Michelle Cottle
May 1, 2014

The *maker* of LYMERix™ tossed in the towel despite no compelling scientific

British Dictionary definitions for maker

maker

/ˈmeɪkə/

noun

1. a person who makes (something); fabricator; constructor
2. a person who executes a legal document, esp one who signs a promissory note
3. **(archaic, Scot)** a poet *Also called (esp Scot) makar*

Maker

/ˈmeɪkə/

noun

1. *a title given to God*
2. **go to meet one's Maker, meet one's Maker**, to die

Collins English Dictionary - Complete & Unabridged 2012 Digital Edition
© William Collins Sons & Co. Ltd. 1979, 1986 © HarperCollins
Publishers 1998, 2000, 2003, 2005, 2006, 2007, 2009, 2012
[Cite This Source](#)

Word Origin and History for maker

n.
c.1300, "one who makes," also "God as creator," agent noun from make (v.). Specifically, "manufacturer" by late 14c. To *meet (one's) maker* "die" is attested by 1814.

Online Etymology Dictionary, © 2010 Douglas Harper
[Cite This Source](#)

EXHIBIT G



You've arrived at the official Web site of Maker's Mark® Bourbon.

We've never been much for following the rules, but this one's a must. You must be of legal drinking age to surf our Web site. Please choose your country, then enter your date of birth.

United States



By entering you agree to our **UPDATED Terms and Conditions & Privacy Policy.**

☐ Remember me

(Do not check if this is a shared computer.)

Enter

**WE MAKE OUR BOURBON CAREFULLY.
PLEASE ENJOY IT THAT WAY.**

Maker's Mark®, Maker's 46® and Maker's Mark® Cask Strength™ Bourbon Whisky, 45%–57% Alc./Vol.

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Bowmaker's Whiskey

We've never been much for following the rules, but this one's a must. You must be of legal drinking age to surf our Web site. Please choose your country, then enter your date of birth.

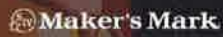
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WE MAKE OUR WHISKEY CAREFULLY.



You've arrived at the official Web site of Maker's Mark® Bourbon.

We've never been much for following the rules, but this one's a must. You must be of legal drinking age to visit our Web site. Please choose your country, then enter your date of birth.

United States ▼

MM DD YYYY

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(Do not check if this is a shared computer.)

ENTER



WE MAKE OUR BOURBON CAREFULLY.
PLEASE ENJOY IT THAT WAY.

Maker's Mark®, Maker's 46®, and Maker's Mark® Cask Strength® Bourbon Whisky, 35%-57% Alc./Vol.

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Bowmaker's Whiskey

We've never been much for following the rules, but this contest™ is a must. You must be of legal drinking age to visit our web site. Please choose your country, then enter your date of birth.

United States

MM

DD

YYYY

By entering you agree to our Terms and Conditions & UPDATED Privacy Policy

Remember me

(Do not check if this is a shared computer.)

ENTER

WE HATE OUR WHISKY CAREFULLY.
PLEASE ENJOY IT "ONE SHOT AT A TIME".

Age 21+ Bowmaker's Whiskey

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